

WHAT IS CLAIMED IS:

1 1. A method of manufacturing a disk drive for establishing connection
2 between a content delivery server and a personal computer system that includes a
3 computing subsystem and a disk drive, the method comprising:

4 identifying a network address for the content delivery server;

5 providing a server-contacting program;

6 storing the network address and the server-contacting program in the disk
7 drive; and

8 installing firmware to initiate execution of the server-contacting program
9 after the disk drive is connected to the computing subsystem in the personal
10 computer system, wherein execution of the server-contacting program includes
11 using the network address for connecting the personal computer system to the
12 content delivery server.

1 2. The method of Claim 1, additionally comprising delivering the disk drive
2 for connection to the computing subsystem in the personal computer system.

1 3. The method of Claim 1, wherein:

2 the disk drive includes a protected area; and

3 the network address and the server-contacting program are stored in the
4 protected area.

1 4. The method of Claim 1, wherein the firmware automatically initiates
2 execution of the server-contacting program when the disk drive is connected to the
3 computing subsystem.

1 5. The method of Claim 1, wherein the firmware delays initiating execution
2 of the server-contacting program until a predetermined period has lapsed.

1 6. The method of Claim 1, wherein the firmware delays initiating execution
2 of the server-contacting program until the firmware determines that a selected number
3 of monitored events exceeds a threshold.

1 7. The method of Claim 6, wherein the monitored events includes the
2 number of boot-ups in the computing subsystem.

1 8. The method of Claim 1, wherein the personal computer system receives
2 content data from the content delivery server and subsequently displays the content
3 during a boot sequence.

1 9. The method of Claim 8, wherein the content of the displayed content
2 data is periodically changed.

1 10. The method of Claim 8, wherein the content data is selected from the
2 group comprising: a content display program, a game, an entertainment program, a
3 utility program, entertainment data, advertisement data, and music data.

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1 11. A disk drive comprising:
2 a network address for identifying a content delivery server;
3 a server contacting program; and
4 a disk controller circuit that, upon the occurrence of a selected condition
5 that is determined by the disk controller circuit and after the disk drive is
6 connected to a computing subsystem in a personal computer system, initiates
7 execution of the server-contacting program, wherein execution of the server-
8 contacting program includes using the network address for connecting the
9 personal computer system to the content delivery server.

1 12. The disk drive of Claim 11, wherein:
2 the disk drive includes a protected area; and
3 the network address and the server-contacting program are stored in the
4 protected area.

1 13. The disk drive of Claim 11, wherein the disk controller circuit delays
2 initiating execution of the server-contacting program until a predetermined period has
3 lapsed.

1 14. The disk drive of Claim 11, wherein the disk controller circuit delays
2 initiating execution of the server-contacting program until the firmware determines that
3 a selected number of monitored events exceeds a threshold.

1 15. The disk drive of Claim 14, wherein the monitored events includes the
2 number of boot-ups in the computing subsystem.

1 16. The disk drive of Claim 15, wherein the personal computer system
2 receives content data from the content delivery server and subsequently displays the
3 content during a boot sequence.

1 17. The disk drive of Claim 16, wherein the content of the displayed content
2 data is periodically changed.

1 18. The disk drive of Claim 16, wherein the content data is selected from the
2 group comprising: a content display program, a game, an entertainment program, a
3 utility program, entertainment data, advertisement data, and music data.

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- 1 19. A disk drive comprising:
2 a non-protected area;
3 a protected area comprising at least one application program and an
4 installation program for installing the application program in the non-protected
5 area; and
6 firmware for, upon the occurrence of a selected condition determined by
7 the firmware, initiating the loading and execution of the installation program
8 which thereafter installs the application program in the non-protected area.

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